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1. An apparatus comprising:
a first computer associated with a user and containing a first processor;
a second computer associated with a vendor and containing a second processor;
a label comprising a computer readable medium and adapted to be selectively secured
to and removed from a product corresponding to the vendor and purchased by the user; and
the label, further provided with vendor data provided by the vendor and effective to
execute on the first computer for presenting vendor information to the user.

2. The apparatus of claim 1, further comprising:
the label, wherein the computer readable medium is programmed to contain control
data effective to control execution of the first processor.

3. The apparatus of claim 2, wherein the control data is effective to establish
communication between the first computer and the second computer.

4. The apparatus of claim 3, wherein the control data is effective to program the first
computer to communicate interactively with the second computer.

5. The apparatus of claim 4, wherein the control data is effective to provide user
authorization for collection of user information by the first computer.

6. The apparatus of claim 4, wherein the control data is programmed to provide user authorization for transmission of user information from the first computer to the second computer.

5 7. The apparatus of claim 6, wherein the control data is programmed to authorize the transmission of user information at a time corresponding to a second purchase, different from a first purchase associated with distribution of the label.

10 8. The apparatus of claim 2 wherein the control data further comprises executables for execution by the first computer.

15 9. The apparatus of claim 1, further comprising a server operably connected between the first computer and the second computer.

20 10. The apparatus of claim 9, wherein the server is programmed to serve updated vendor data to the first computer.

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20 11. An article comprising:
a label for labeling a product offered for sale;
a computer readable medium integrated with the label for storing operational and executable data structures, the data structures being configured to be readable by a first computer, associated with a purchaser of the product, and comprising:

vendor data associated with a source of a product and effective to control the first computer to present to the purchaser a presentation provided from the vendor;

profiling data effective to control the first computer to obtain information corresponding to the purchaser and relating to the vendor; and

5 linking data for controlling communication of the first computer with a second computer associated with the vendor.

12. The article of claim 11, wherein the data structures further comprise:
entertainment data for engaging interest of a purchaser.

13. The article of claim 11, wherein the data structures further comprise:
product purchase data for generating purchasing data; and

binding data for binding the product purchase data to the profile data generated with
the profiling data.

14. The article of claim 13, wherein the data structures further comprise:

authorizing data effective to control the first computer to determine authorization of
a purchaser for returning the binding data to the second computer.

20 15. The article of claim 14, wherein the data structures further comprise:

controlling data for controlling the first computer to determine authorization of a
purchaser for communication to the second computer of user profile data generated by the

first computer, at a second purchase time corresponding to a second purchase and different from a first purchase time associated with receipt of the label by the purchaser.

16. A method comprising:

5 providing vendor data corresponding to a source of products and directed to purchasers of the products;

recording the vendor data on a computer readable medium;

providing a label for securing to products to designate a source of products;

securing the label to a product; and

10 distributing the label and product to a purchaser.

17. The method of claim 16, further comprising:

installing the label in a drive associated with a user computer associated with the purchaser, the user computer comprising a processor effective to execute executables.

18. The method of claim 17, further comprising:

controlling execution of an executable in the processor by the vendor data.

19. The method of claim 18, further comprising:

20 providing the executable as at least a portion of the vendor data.

20. The method of claim 19, further comprising:

linking the user computer to a vendor computer associated with the source of products.

21. The method of claim 20, further comprising:

5 establishing interactive communication between the user computer and the vendor computer, in accordance with communication data within the vendor data.

22. The method of claim 21, further comprising:

10 providing user authorization data from the purchaser for controlling the interactive communication.

23. The method of claim 22, further comprising:

15 brokering the linking between the user computer and the vendor computer by executables adapted to provide an interface between user applications running in the user computer and vendor applications running on the vendor computer.

24. The method of claim 22, further comprising:

updating the vendor data in the user computer from the vendor computer.

20 25. The method of claim 24, further comprising:

selecting the user application from the group consisting of an email application, viewer application, browser, player, facsimile application, a game, a utility, and an index.

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26. A method for interactive communication between a vendor and a purchaser, the method comprising:

providing vendor data associated with a vendor;

recording the vendor data on a label comprising a computer-readable medium;

securing the label to a product;

distributing the product and label to a purchaser;

reading the computer readable medium into a user computer associated with the purchaser;

establishing communication between the user computer and the vendor computer; and

interactively updating user data on the vendor computer and vendor data on the user computer.

27. The method of claim 26, further comprising:

controlling by the purchaser the selection and communication of the user data to the vendor computer.

28. The method of claim 27, further comprising:

controlling the communication of the user data proximate a time corresponding to a second purchase different from a first purchase corresponding to distributing the label.